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**2014 DISPLAY WEEK INTERNATIONAL SYMPOSIUM AND EXHIBITION
 JUNE 3-5, 2014 – SAN DIEGO CONVENTION CENTER – SAN DIEGO, CALIFORNIA**

CONTRACT FOR EXHIBIT SPACE

The undersigned by the duly authorized officer, agent or employee (hereinafter called "exhibitor") hereby enters into a contract with the Society of Information Display (hereinafter called "SID") for exhibit space at the 2014 Display Week on June 3-5, 2014, San Diego Convention Center, San Diego, California (hereinafter called "Facility") This contract is subject only to (1) the acceptance by counter signature of SID's show management company and (2) such additional terms and conditions which constitute a part of, or are included in, this contract. Reservation of exhibit space by show management on behalf of the Exhibitor is conclusively presumed to be adequate consideration to bind the Exhibitor. No alleged representations, understandings, agreements, modifications, alterations, or additions not contained within the body of this written Contract shall insure to the benefit of the Exhibitor or be binding upon SID. THE EXHIBITOR further agrees that if, in the opinion of SID, it becomes necessary the original allocation of space, such changes may be made by notification to the authorized representative of the Exhibitor. Exhibitors shall abide by all rules as stated or amended in the "Rules and Regulations" of the Exhibit that shall become part of this contract.

Terms for Rental and Contractual Obligations

A. EARLY BIRD EXHIBIT SPACE RATE – Through November 15, 2013: The rental fee for exhibit space is thirty-eight dollars and zero cents (\$38.00) per square foot. A 50% deposit must be made by November 15, 2013 in order to secure this rate.

REGULAR EXHIBIT SPACE RATE – After November 15, 2013: The rental fee for exhibit space is forty-two dollars and zero cents (\$42.00) per square foot.

B. DEPOSIT AND PAYMENT TERMS ARE: For exhibitors choosing two payments, fifty percent (50%) of the exhibit rental fee is due no later than November 15, 2013 for contracts received on, or before, November 15, 2013. Thereafter, the 50% payment must accompany the contract. The balance of the rental fee is due and payable by February 14, 2014. **Failure to make payment by said payment dates does not release the contractual or financial obligation on the part of the exhibitor.** Each space contract submitted to SID after February 14, 2014, must be accompanied by full payment of the exhibit space rental fee. Exhibitors will be liable for any cancellation expense, including reasonable Attorney's fees, "reasonable" to be construed as not less than twenty-five percent (25%) of the amount of all other moneys determined to be owed by the Exhibitor. **Please make checks payable to: SID and send payment accompanied by a copy of the signed contract to SID, 411 Lafayette Street, Suite 201, New York, New York 10003. A copy of this contract will be returned to you upon acceptance**

C. CANCELLATION: In the event the Exhibitor cancels all or part of the exhibit space contracted herein, The Exhibitor must do so in writing by certified mail (to 411 Lafayette Street, Suite 201, New York, New York 10003), and will be obligated to pay SID liquidated damages based on the schedule listed in **Section Cancellation Policy of Rules and Regulations**. Written notice of cancellation must be received no later than November 14, 2013, to be liable for 0% of rental fee due, and no later than February 13, 2014 to be liable for 50% of rental fee due. Written cancellation on or after February 15, 2014 obligates the exhibitor to pay SID 100% of the rental fee due.

EXHIBIT SPACE: Size _____ ft. x _____ ft. Booth choices: 1. _____ 2. _____ 3. _____
 Total Booth Area: _____ Sq. ft.

BOOTH COST: \$ _____
 Sustaining membership (Gold \$7,500, Silver \$3,000, or Basic \$1,000) \$ _____
 Sustaining membership discount (refer to membership brochure)* \$ _____
 SUBTOTAL (Total rental cost minus any discounts) \$ _____
 TOTAL COST \$ _____

❖ Sustaining members receive an additional discount on exhibit space (determined by level of sustaining membership paid for). Please check with SID Headquarters at (408) 879-3901, fax: (408) 879-3833, e-mail: doug@sid.org, if you would like to confirm that your company is a current Sustaining Member

Name of Company: _____

Street Address: _____

City, State, Zip Code: _____

Telephone: _____ Fax: _____ Email: _____

Website: _____ Products to be exhibited: _____

Contract Name: _____

Name/Signature _____ Date _____

By signing above, the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract on behalf of named Exhibitor

Acceptance of this contract by the 2014 Display Week International Symposium and Exhibition converts this application into a binding contract between the exhibitor and the 2014 Display Week International Symposium and Exhibition, covering all aspects of this contract -- including the booth rental and the rules and regulations in the attached document.

Credit Card Payment Information

Credit card # _____ Expiration Date _____
 Authorized by: _____ Date: _____

For Use by SID

Exposition Assigned Display Week 2014 Booth Assigned _____ Total Square Feet _____ Total Rental Fee \$ _____

Accepted for SID or Show Management _____ Date: _____

2014 DISPLAY WEEK CONTRACT AND “RULES AND REGULATIONS” CONTINUED

CANCELLATION: The Exhibitor specifically recognizes and agrees that SID will sustain losses in the event the Exhibitor fails to provide timely written notice of cancellation of their exhibit space and meeting room (by certified mail). In keeping with industry practice, the existence of such practice being hereby acknowledged by the Exhibitor, and because canceling affects advertising, credibility, redesigning of floor space, and the like, the Exhibitor agrees upon the following late cancellation refund schedule as being in the nature of liquidated damages, which schedule is specifically designed to compensate SID for SID losses and not constitute a penalty, should the Exhibitor fail to provide timely written notice of cancellation of all or any part of SID assigned booth space or meeting room space.

CANCELLATION DURING THE PERIOD OF:

	ASSESSMENT
Through November 14, 2013.....	0%
November 15, 2012-February 13, 2014.....	50%
February 14, 2014 or after.....	100%

Cancellation refunds will be accepted only in accordance with the above schedule. There will be no refunds for cancellations received on or after February 15, 2014. Failure to make full payment of deposit on exhibit space rental by February 14, 2014 on a contract filed prior to, or on, that date will subject Exhibitor to Cancellation of Contract by SID, forfeiture of deposit made and liability for balance due. If space is not occupied by 5:00 pm, June 2, 2013, SID shall have the right to use the space. Re-letting by SID of an exhibitor's cancelled space or meeting room space shall not act to excuse Exhibitor from assessment.

EXHIBIT HOURS:

Tuesday, June 3, 2014.....	10:30 am – 6:30 pm
Wednesday, June 4, 2014.....	9:00 am – 5:00 pm
Thursday June 5, 2014.....	9:00 am – 2:00 pm

SPACE: The exhibit space and meeting room space diagram shows the floor arrangement of space. Dimensions and location of each booth are believed to be accurate but only warranted to be approximate.

ARRANGEMENT OF EXHIBIT BOOTHS ONLY: Standard booth background and side rails, decorated with background drape and uniform ID signs are provided without charge. Exhibitor will provide all other furnishings, equipment, facilities, etc., at their own expense and responsibility. They must be obtained through the official suppliers. Standard booth backgrounds are eight feet in height, and divider rails are three feet in height. In the area five feet forward from the rear background of each booth, display materials may be placed up to a height not exceeding eight feet from the building floor. If any portion of the booth beyond five feet from the rear background of the booth, all parts of the exhibit shall be paced not to exceed the height of four feet. Island configurations are limited to 18 feet where ceilings permit. All exhibit booths must be carpeted. Any deviation must be submitted to SID for prior approval. Exhibits not conforming to these specifications or which in design, operation, or otherwise, are objectionable in the opinion of the management will be prohibited. All demonstrations and exhibits must be confined to the exhibit booths. No exhibitor shall assign, sublet, or share the whole or any part of the booth space allotted. If SID gives permission for subletting of space, the Exhibitor is not permitted to resell or co-op their space at less than the full price.

GENERAL RESTRICTIONS AND RULES:

1. Exhibitors are prohibited from using amplifying equipment that is objectionable to SID.
2. Exhibitors must confine their activities to their contracted space.
3. Exhibitors will not be permitted to use strolling entertainment or to distribute samples or souvenirs except from their own booth.
4. Exhibitors who use costumed models or mannequins must ensure that their manner of appearance and dress are such as to not offend even the most critical.
5. Draping materials and other decorative materials must be flameproof and comply with all State and local regulations.
6. SID reserves the right to require modification of questionable exhibits.
7. Exhibitors must comply with all safety provisions as noted in the Exhibitor Service Manual and as required by the Facility and Fire Marshall.
8. Exhibitors may not begin dismantling their exhibit until the close of the show. Exhibitor must follow the rules of dismantling which can be found in your service manual.
9. Sound: Sound displays having a decibel reading exceeding 85 decibels will not be permitted. If your booth has sound equipment we suggest that the devices be positioned into the booth rather than into the aisle. The use of headsets or oscilloscopes is encouraged.
10. Solicitation: No soliciting for business shall be permitted in the aisles or in other exhibitor's booths.
11. Photography: Picture taking in the Exhibit Hall is prohibited unless specific permission is obtained from Exhibit Booth Personnel. Exhibitors and photographers may not disrupt visitor traffic by clearing booths or aisles for photography during the regular conference hours.
12. Exhibitor shall not paste, nail or otherwise affix any exhibition sign of other material to walls, doors, or other surface on the exhibition property that is supplied by SID or to

any other part of the conference site. Exhibitor shall be liable for any damages caused by failure to adhere to this provision. SID reserves the right to make any reasonable changes in the rules necessary to ensure the health of all persons attending Display Week and the operation of Display Week all Exhibitors will be advised of such changes.

EXHIBITOR REGISTRATION FOR EXHIBIT BOOTH SPACE ONLY: For each 100 square feet of booth space purchased the exhibitor shall receive (1) complimentary Tuesday-Friday Symposium registration plus choice of (pick one): (1) complimentary registration for the Sunday Short Courses, the Monday Seminars, the Tuesday Investors Conference, or a \$300 credit to the Monday Business Conference.

LIABILITIES: The Exhibitor agrees that SID, its agents and employees, and the Facility: (a) Will not be responsible for any damage to or for the loss or destruction of the Exhibitor's property or injuries to the Exhibitor, his representatives, agents or employees, all claims for such loss damage, destruction, or injury being expressing waived by the Exhibitor, (b) Will not be responsible for any claims of copyright, trademark or patent infringement, unfair completion and product liability issues between exhibitors. (c) Will be exempted from or indemnified for any claims for injury to any of the Exhibitor's representatives, agents, or employees. The Exhibitor will be required to provide a certificate of insurance to SID. Exhibitor shall also indemnify and save and hold harmless SID and Facility from and against any cost, expense, liability, or damage which may be incident to, arise out of, or be caused by an act, omission, negligence or misconduct on part of the exhibitor or its agent, servants, employees, contractors, guests, licensees or invitees, provided such damage or injury has not occurred due to the negligence of SID or Facility. Such indemnification shall not be limited to insurance required herein. SID, its agents and employees will not be liable for failure to hold the Exhibits as scheduled. Payments for booth space and meeting rooms will be returned in that event except that any actual expense incurred in the connection with the Exhibits will be deducted if the Exhibits are called off because of fire, or act of God, or public enemy, or strike, or act of terrorism, or epidemic, or any law or regulation of public authority or any other act beyond the control of SID, which makes it impossible or impracticable to hold the Exhibition.

INSURANCE: Exhibitors shall insure their own exhibits, meeting rooms and display materials. Exhibitors shall carry General Liability Insurance with a \$1,000,000.00 combined single limit or bodily injury, accident, and property damage. Exhibitor shall obtain a waiver of subrogation, releasing the carrier's subrogation rights, from any insurance carrier, which fire, explosion or any other risk coverage insuring their property. SID will provide security guard service throughout the entire meeting, including the official periods of exhibit installation and dismantling. The furnishing of such service is in no case to be understood or interpreted by exhibitors as guaranteeing them against loss or theft under ACT.

AMERICANS WITH DISABILITY ACT: Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitors shall also indemnify and hold harmless SID, Display Week, PCM and the San Diego Convention Center against cost, expense, liability or damage, which may be incident to, arise out of or be caused by Exhibitor's failure to have their booth comply with requirements under this Act.

HANDLING AND STORAGE: The Facility will not accept or store exhibit materials or empty crates. The Exhibitor will make his own arrangements for delivery and receipt of shipments and storage of crates before move-in time. These services are available from the official general contractor. Fire regulations prohibit the storage of empty crates and cartons within the exhibitor's booth area. Crates and cartons will be stored by the official general contractor and returned to the booth promptly at the end of the show as part of the handling contract.

BOOTH FURNITURE, LABOR, AND DRAYAGE: When notified, exhibitors are encouraged to forward prepaid shipments directly to the warehouse of the official general contractor at the address given in the Exhibitor Service Manual with the name of show, name of exhibitor, and booth number. A copy of the bill of lading should also be forwarded to the official general contractor. Schedule of prices and applications for furniture rental and labor services will be mailed to exhibitors well in advance of show time. Orders for utility services may have advance order deadline requirements that must be adhered to by exhibitors in order to ensure installation prior to show opening. Special forms, showing rates of other basis of charges will be sent in advance of show time.

RULES AND REGULATIONS: Exhibitors shall abide by all other provisions of these rules and regulations, and with the rules and regulations stated in the official exhibitor service manual, and with fire regulations and all other regulations of governmental agencies and the Facility. It expressly understood and agreed by applicant that the Rules and regulations of the exhibit as issued or amended by SID are hereby made an integral part of the Contract and of the agreement between Applicant and SID for this reference and to the same extent and effect as if said Rules and Regulations were set forth in full in the contract.

UNION RESTRICTIONS: Exhibitors agree to abide by all local jurisdiction union requirements, if applicable, for work involving installation and dismantling of exhibit space.